DEPARTMENT OF AGING

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PROGRAM MEMO

TO:	NO.: PM 03-12 (P)
AREA AGENCIES ON AGING (AAA)	, ,
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SUBJECT: 2003 Senior Farmers' Market	DATE ISSUED: June 11, 2003
Nutrition Program (SFMNP)	
REVISED	EXPIRES: Until Superseded
DEFEDENCES.	CHDEDCEDEC:
REFERENCES:	SUPERSEDES: SFMNP Tool Kit for 2002
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PROGRAMS AFFECTED:	
[] All [] Title III-B [] Title III-C1/C2 [] Title III-D [] Title III-F [] Title V
[] CBSP [] MSSP [] Title VII [] ADHC [X] Other: StayWell SFMNP
REASON FOR PROGRAM MEMO:	
	IVI Other Chesity 2002 CEMND
[] Change in Law or Regulation [] Response to Inc	quiry [X] Other Specify: 2003 SFMNP
INQUIRIES SHOULD BE DIRECTED TO:	
Your assigned AAA-Based Public Health Nutriti	on Consultant

The purpose of this Program Memorandum (PM) is to transmit State level changes in the administration of the SFMNP. The California Department of Health Services, Women, Infants, and Children Supplemental Nutrition Program (WIC), previously administered this program in collaboration with the California Department of Aging (CDA). Past (pilot program) efforts exceeded initial performance expectations, with redemption rates that were higher than experienced with the WIC population. Starting with the 2003 market season (running from spring through fall of 2003) CDA will assume lead State responsibility for the SFMNP. This year, CDA will receive budget spending authority for the United States Department of Agriculture (USDA) grant that supports the SFMNP, and will implement a coupon redemption tracking system through the State Treasurer's Office (STO) to manage the distribution of the coupons during the market season.

The following guidance is provided to the AAAs for the 2003 market season. This guidance includes:

1) the methodology used to determine the allocation of the CDA SFMNP coupon booklets to AAAs; 2) transmits information on changes to the benefit level of the SFMNP; and 3) transmits the updated SFMNP Tool Kit containing the policies and procedures for the 2003 market season.

¹ Survey findings indicated that 50% of the SFMNP participants had not previously attended a farmers' market. Many participants stated that they were eating more fresh fruits and vegetables as a result of the program and that they would go to a farmers' market again as a result of the program.



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Because StayWell funding has been used to support the SFMNP, this PM will refer to this program as the StayWell SFMNP. Detailed policies and procedures are included in the SFMNP Tool Kit attached to this PM.

I. StayWell SFMNP Coupon Booklet Allocation Criteria

- A. Statewide allocation of the SFMNP coupon booklets considered the following factors:
 - 1. AAAs that expressed interest in participating in the SFMNP and willingness to follow all policies and conditions of the program.
 - 2. The amount of the USDA grant and the amount of administrative funds available to cover program administrative costs.
 - 3. The percentage of the number of low-income older individuals in each Planning and Service Area, based on the 2000 census.
 - 4. The ability to provide outreach to all eligible seniors, including Title VI Native Americans.
- B. Reallocation of StayWell SFMNP coupon booklets by CDA during the course of the 2003 market season may be needed to fully spend the grant funds available. This process also ensures maximum expenditure of grant funds, making future funding more likely. Reallocation of funds will be based on the following:
 - 1. The use of coupons in each AAA. CDA will monitor the number of coupons redeemed through the STO in order to determine each respective AAA's success in getting the coupons used (redeemed).
 - 2. Based on 1 above, the AAA's ability to distribute additional coupons in a timely manner.

Since the Department is still finalizing the exact amount of SFMNP funds available, AAA allocations will be sent out directly to the designated AAA contact and the AAA director.

II. Changes to the Senior Farmers' Market Nutrition Program for 2003

- A. The benefit value for each StayWell SFMNP coupon booklet is \$20.
- B. SFMNP Form Changes (forms are included in the attached SFMNP Tool Kit):
 - Receipt of Senior Farmers' Market Nutrition Program Coupons [CDA - SFMNP - 301(04/03)]. Please note this form has been changed to include a signature and certification by the AAA director that all policies and procedures of the 2003 SFMNP season will be followed.

2. Coupon Issuance Log (CDA - SFMNP #2). This form is now an Excel document to facilitate entering of coupon booklet serial numbers.

III. StayWell 2003 SFMNP Tool Kit

The attached StayWell SFMNP 2003 Tool Kit includes the following policies and procedures:

- SFMNP Receipt, Allocation, and Accountability.
- SFMNP Participant Nutrition Education.
- SFMNP Complaint Procedures.

IV. Nutrition Education Handout

Nutrition education handouts for SFMNP participants will be sent directly to each AAA participating in the 2003 SFMNP by CDA. The number of handouts sent is based on the number of SFNMP coupon booklets the AAA is to receive. A sample of the handout is included in the SFMNP Tool Kit.

CDA understands and appreciates that AAAs and their providers are willing to participate in the SFMNP although there are no administrative funds available to support these efforts. A successful SFMNP could not be accomplished without their dedication to the program. Thank you in advance for your cooperation. Please contact your assigned AAA-Based Team Nutritionist if you have any questions about this PM.

Original Signed by Lynda Terry

Lynda Terry Director

Attachment - StayWell SFMNP Tool Kit (AAA SFMNP Coordinators only)

SENIOR FARMERS' MARKET NUTRITION PROGRAM - 2003

TOOL KIT CONTENTS

- I. POLICIES AND PROCEDURES
- A. SFMNP Receipt, Distribution, and Accountability (pages 2-9) (Forms: CDA-SFMNP-301, SFMNP forms #1-3)
- **B. SFMNP Participant Education (pages 10-15)**
 - Web Sites for Information on Fruits and Vegetables
 - Sample Information Sheet
 - Nutrition Education Handout
 - SFMNP Participant Survey
- C. SFMNP Complaint Procedures (pages 16-17) (SFMNP CDA form #4)
- II. Web Site for Finding a California Certified Farmers' Market: http://www.cafarmersmarkets.com



Senior Farmers' Market Nutrition Program (SFMNP) Coupon Receipt, Distribution, and Accountability

Policy

The AAA is responsible for the accountability of all StayWell SFMNP coupon booklets received from the California Department of Aging (CDA) until the coupon booklets are either distributed to eligible participants or returned to CDA.

- 1. By accepting the StayWell SFMNP coupon booklets and signing the CD-SFMNP- 301, the AAA agrees to all the policies and conditions of participation in the program.
- The AAA shall appoint an individual as the SFMNP Coordinator for their agency who
 will be responsible for the receipt, distribution, and accountability of the StayWell
 SFMNP coupon booklets. The AAA shall furnish CDA with the name of this individual.
- 3. The AAA assures that when multiple programs are used to distribute the StayWell SFMNP coupon booklets, e.g., congregate meal sites and the Brown Bag Program, that no eligible participant receives more than one SFMNP coupon booklet.
- 4. The State reserves the right to assess the local AAA the cost of SFMNP coupons redeemed by ineligible persons, lost, stolen, or otherwise unaccounted for.

Coupon Handling and Distribution

A. AAA receipt and distribution of coupon booklets

- Shipments of StayWell SFMNP coupon booklets are sent directly to the AAA from the printer and will include a packing label that indicates the sequence numbers of the coupon booklets included in the shipment.
- 2. The original of the CDA-SFMNP-301 must be returned to the CDA Senior Farmers' Market Manager within 15 days of receipt of the StayWell SFMNP coupon booklets. A copy of the form is to be kept on file by the AAA. The address of the CDA Senior Farmers' Market Manager is:

California Department of Aging Senior Farmers' Market Manager 1600 K Street Sacramento, CA 95814

3. Upon receipt of the StayWell SFMNP coupon booklets, the AAA must certify the total number received and sequence number of the coupon booklets, and complete a SFMNP Coupon Control Log, SFMNP #1 (sample attached).

- 4. The local AAA SFMNP Coordinator is to maintain the SFMNP Coupon Control Log (SFMNP #1) for all coupon booklets issued to a provider. This form is meant for internal control between the AAA and the service providers who issue coupons to the participants.
 - The SFMNP #1 form must include the date the coupons were issued to the provider, the provider name, and coupon booklet sequence numbers.
 - The service provider must sign the SFMNP #1 form to acknowledge receipt of the coupon booklets.
 - The AAA is to retain the original copy of the SFMNP #1 form on file and furnish a copy of the form to the service provider.
 - The AAA is responsible for monitoring the providers for excess/unused StayWell SFMNP coupon booklets and for returning these booklets to CDA as directed.
 - The AAA shall return all voided, expired, or disfigured StayWell SFMNP coupon booklets to the CDA Farmers' Market Manager via secured mail.
- 5. At the end of the 2003 market season, the AAA is responsible for notifying CDA of the total number of StayWell SFMNP coupon booklets distributed by all providers.

B. Distribution of StayWell SFMNP coupon booklets by Service Providers

- StayWell SFMNP coupon booklets shall be distributed to eligible participants within 30 days of receipt from the AAA. Coupons can be redeemed through November 30, 2003.
- 2. Each participant will receive one booklet worth \$20, made up of ten \$2 coupons.
- The service provider distributing the coupon booklets must complete the SFMNP Coupon Issuance Log (SFMNP #2) (sample attached). The following information must be completed:
 - The AAA number and service provider name.
 - The location of the distribution/issuance site.
 - The date the SFMNP coupon booklet was issued to a participant.
 - The coupon series number issued to each individual.
 - Printed name and signature of participant receiving a coupon booklet.
 - The type of nutrition education provided (lecture or handout).
- 4. The original of the SFMNP # 2 form is sent to the AAA and the service provider is to keep a copy of the form.
- 5. The service provider is responsible for returning all unused coupon booklets to the AAA, in a timely manner, in order to facilitate their redistribution.

6. The service provider is responsible for notifying the AAA of the total number of StayWell SFMNP coupon booklets distributed.

C. Security of StayWell SFMNP coupon booklets

- 1. The AAA and service providers are responsible for the security of the StayWell SFMNP coupon booklets at all times. The coupons are to be treated as if they are cash.
- 2. Security of the StayWell SFMNP coupon booklets must include the following:
 - The SFMNP coupons are to be stored in a secure (locked) file.
 - StayWell SFMNP coupon booklets are not to be left unattended when they are distributed to participants.
 - Access to the coupons shall be limited to authorized AAA/service provider staff.

D. Lost/Stolen StayWell SFMNP coupon booklets

- 1. The AAA and service providers are responsible for reporting lost or stolen SFMNP coupon booklets.
- 2. Lost or stolen coupons will not be replaced.
- 3. Reporting of lost or stolen booklets must include the following:

When a service provider discovers that a series of StayWell SFMNP coupon booklets are lost or stolen, they are to immediately notify the AAA. The AAA Farmers' Market Coordinator shall notify the participating farmers' markets. The AAA must complete the SFMNP Lost or Stolen Coupon Booklets Report Form (SFMNP #3) (sample attached).

- If a participant reports coupons as being stolen or lost, this must also be noted on the SFMNP #3 form.
- The AAA must also document the lost or stolen booklets on the original SFMNP Coupon Issuance form (SFMNP #2).
- A copy of the SFMNP #3 form is to be sent to CDA Senior Farmers' Market Manager and the original retained on file by the AAA.

E. Senior Farmers' Market Nutrition Program Forms

The following table summarizes the distribution of the completed CDA-SFMNP-301 and SMNP forms 1 through 4.

	CDA	AAA	Provider
CDA - SFMNP – 301 (03/04) Receipt of Senior Farmers' Market Nutrition Program Coupons	Original	Сору	NA
SFMNP #1 Form Coupon Control Log	NA	Original	Сору
SFMNP #2 Form Coupon Issuance Log	NA	Original	Сору
SFMNP #3 Form Lost or Stolen Coupon SFMNP Booklets Report Form	Сору	Original	Сору

The copies of the following forms are attached:

CDA-SFMNP- 301- Receipt of SFMNP Coupons (page 6)

SFMNP #1- Coupon Control Log (Sample) (page 7)

SFMNP #2- Coupon Issuance Log (Sample) (page 8)

SFMNP #3- Lost or Stolen Report Form (Sample) (page 9)

CALIFORNIA DEPARTMENT OF AGING Stay Well PROGRAM RECEIPT OF SENIOR FARMERS' MARKET NUTRITION PROGRAM COUPONS

То				
California Department of Aging Senior Farmers' Market Manager	Telephone Number: (916) 323-0182			
1600 K Street Sacramento, CA 95814	FAX Number: (916) 327-2081			
From				
AAA:	Telephone Number:			
AAA SFMNP Coordinator:	FAX Number:			
Street Address:				
City: Zip Code:				
The AAA has received from the State of California (total Number) of StayWell SFMNP				
coupon booklets, starting with serial numbers and ending with				
The coupons have a total redemption value of				
Printed Name and Signature of AAA SFMNP Coordinator:	Date			
I, hereby certify that the AAA will comply with the policies and procedures of the 2003 SFMNP.				
Printed Name and Signature of AAA Director:	Date			

Send the original to the CDA Senior Farmers' Market Manager. Keep a file copy.

CALIFORNIA DEPARTMENT OF AGING Stay**Well** PROGRAM SENIOR FARMERS' MARKET NUTRITION PROGRAM COUPON CONTROL LOG

Date	Number of Booklets	Coupon Booklet Sequence Number	Name of Provider Booklets Issued To	Signature of Individual Receiving Coupon Booklets
		From: To:		
		From: To:		
		From:		
		From: To:		
		From:		

SFMNP #1 Please keep the original on file and give a copy to provider receiving the coupon booklets.

CALIFORNIA DEPARTMENT OF AGING Stay**Well** PROGRAM SENIOR FARMERS' MARKET NUTRITION PROGRAM COUPON ISSUANCE LOG

PSA #: _____

Site Location:				Provider:
	Issue Date	Coupon Booklet No.	Print Participant Name	Participant Signature My signature verifies that I have not already received this year's (2003) Farmers' Market vouchers
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				
Pag	ge of		Nutrition Education Tool: Handout	Lecture Send Copy to: CA Dept of Aging

Attn: SFM Manager

SFMNP #2

CALIFORNIA DEPARTMENT OF AGING StayWell PROGRAM SENIOR FARMERS' MARKET NUTRITION PROGRAM LOST OR STOLEN COUPON SFMNP BOOKLETS REPORT FORM

INSTRUCTIONS

INSTRUCTIONS				
(1) Please call the CDA Senior Farmers' Market Nutrition Manager, at (916) 323-0182 as soon as SFMNP booklet(s) are discovered missing.				
(2) Complete this form to the best of your knowledge.				
AAA completing the report:				
Address:				
Name of AAA Staff Reporting:	Telephone Number:			
Sequence Numbers of missing SFMNP Coupons/Bookle	ts:			
Beginning Ending				
Date discovered missing:				
Please describe briefly the circumstance of how the SFMNP coupons(s) booklets(s) were lost, or stolen.				
Thank you for your assistance and continued support.				
(3) Please send a copy of the completed form to:				
California Department of Aging Senior Farmers' Market Manager 1600 K Street Sacramento, CA 95814				
(4) Keep the original on file at the AAA.				

SFMNP #3

Senior Farmers' Market Nutrition Program (SFMNP) Participant Education

Participant Information

SFMNP participants are to be provided nutrition education information related to fresh fruits and vegetables and instruction on the proper use and redemption of the coupons. This information is to be furnished by the AAA or the service provider distributing the coupon booklets.

A. Nutrition Education. It is suggested that, in addition to nutrition education materials related to fresh fruits and vegetables, a class be presented on their use. This class can be counted as a nutrition education presentation at congregate meal sites participating in the SFMNP.

B. Web Sites for Information on Fruits and Vegetables

http://www.aboutproduce.com

http://agingwell.state.ny.us/eatwell/index.htm

http://www.ers.usda.gov/Emphases/Healthy

http://www.fsis.usda.gov/oa/educator/educator.htm

http://www.5aday.com

C. Coupon Use

Participants are to be informed of the following:

- Coupons can be used only to purchase fresh fruits, vegetables, and herbs.
- Coupons cannot be exchanged for cash or other items.
- No change will be given by the Certified Farmers' Market.
- Coupons are not transferable to another person.
- Coupons are not good at grocery stores.
- All coupons must be used by November 30, 2003.
- Lost or stolen coupons will not be replaced.
- Lost or stolen coupons must be reported immediately.

- How to call the provider issuing the coupons if they are lost or stolen.
- To look for the "We accept SFMNP Coupons Here" flyer or sign.
- To ask the farmer (if they do not see the flyer/sign) if they are not sure the farmer participates in the SFMNP.
- How to register a complaint about improper farmers and/or market practices.
- **D. Participant Materials -** The following information and materials should be given to participants in the SFMNP.
 - Participant SFMNP information sheet (sample attached).
 - Nutrition Education handout (attached).
 - Location and hours of operation of the local Certified Farmers' Markets participating in the SFMNP.
 - Sources of transportation, if applicable

E. Participant Survey

- CDA requests that a participant survey be conducted after the SFMNP is completed (attached).
- Participation by the AAA is on a voluntary basis. The attached survey tool is to be used.
- Each AAA must include their PSA number on the form before copying for distribution to the seniors.
- Completed surveys should be returned to the CDA Senior Farmers' Market Manager for tally.

The sample copies of the following forms are attached:

SFMNP Information Sheet (page 12) Nutrition Education Handout (pages 13-14) SFMNP Senior Survey (page 15)

SENIOR FARMERS' MARKET NUTRITION PROGRAM INFORMATION SHEET

GENERAL RULES:

- Coupons can be used only to buy fresh fruits, vegetables, and herbs.
- > Coupons cannot be exchanged for cash or other items.
- > No change will be given by the Farmers' Market.
- > Coupons can not be redeemed at grocery stores.
- > All coupons must be used by November 30, 2003.
- > Lost or stolen coupons will not be replaced.
- If coupons are lost or stolen, or to register a complaint about this program, please contact the SFMNP Coordinator, at .
- When shopping at farmers' markets, please use coupons at stands displaying a flyer or sign that states:

"We Accept SFMNP Coupons Here"

LOCATION(S) OF FARMERS' MARKETS

Eat Fresh Fruits and Vegetables

Add Color and Health to Your Diet with the Original Fast Foods

Think of fresh fruits and vegetables as the original fast food. Once properly washed, choices such as cherry tomatoes, grapes, baby carrots, tangerines, cherries, and peaches can be eaten on the spot, without any preparation at all. Buying a wide variety of produce means that you can enjoy the nutritional advantages that fruits and vegetables offer.

Choose from the colorful pallet of California fruits and vegetables!

Fruits and vegetables get their colors from natural pigments. They make food appealing, and tip you off to ripeness and flavor.

Red - tomatoes, pink grapefruit, and watermelon

Red/purple - blueberries, strawberries, beets, red and blue grapes, red cabbage, plums, red apples, plums, and cherries

Orange - acorn and butternut squash, pumpkins, sweet potatoes, apricots, carrots, and cantaloupe

Orange/yellow - peaches, oranges, tangerines, and nectarines

Yellow/green - corn, cucumber (with skin), green beans, green peas, yellow and green peppers, honeydew, kiwi, romaine lettuce, and spinach





Is it ripe yet?



Fruits and vegetables are most nutritious and delicious at their peak quality. When selecting fresh produce, you'll want to consider ripeness.

While some fruits and most vegetables do not continue to ripen after they are picked, there are certain fruits that do.

For fruit that requires additional ripening, you have several options: at room temperature, in the refrigerator, or in a paper bag.

When ripening at room temperature, place fruit in a cool, dry place. Fruit stored in the refrigerator will continue to ripen, but at a slower rate.

Fruits That Continue to Ripen After Picking

Cantaloupe **Kiwifruits** Pears **Apricots** Avocados Honeydew Nectarines Plums Other Melons Peaches Bananas

Tomatoes





Fruits That Don't Continue to Ripen After Picking

Grapefruit Apples Tangerines Limes Grapes Berries Oranges Watermelon Lemons Cherries Strawberries

Cleaning Fruits & Vegetables

Careful washing of produce is important. To clean fresh fruits and vegetables, wash and scrub them thoroughly under running water. This works better than soaking because running water has an abrasive Effect that removes dirt, bacteria, and chemical traces from the surfaces and crevices of the fruits and vegetables.



2003 Season

CALIFORNIA DEPARTMENT OF AGING Stay**Well** PROGRAM SENIOR FARMERS' MARKET NUTRITION PROGRAM PARTICIPANT SURVEY 2003

Your input is valuable to help support the need for the Senior Farmers' Market Nutrition Program.

1.	Have you used Farmers' Market Coupons before? ☐ Yes ☐ No
2.	How many times did you go to a Farmers' Market last year? □ Never □1-2 times □3-5 times □6 or more times
3.	How many times did you use a Farmers' Market this year? □1-2 times □3-5 times □6 or more times
4.	Did you use your coupons every time you went to the Farmers' Market? Yes No
5.	Did you use all of your coupons? □ Yes□ No
6.	Did you eat more fresh fruits and vegetables because of the California Farmers' Market Coupons? Yes No
7.	What could we do to make it possible for you to eat more fruits and vegetables?

Thank you!

CALIFORNIA DEPARTMENT OF AGING StayWell PROGRAM Senior Farmers' Market Nutrition Program Complaint Procedures

The following steps should be taken regarding any complaints about the Senior Farmers' Market Nutrition Program (SFMNP). The SFMNP Complaint Form (SFMNP #4) (sample attached) is to be completed by the AAA SFMNP Coordinator.

- 1. The AAA SFMNP Coordinator, or other authorized individual, will interview the recipient (or farmer) who has reported the problem to determine the nature of the problem as precisely as possible.
- 2. If a problem should arise with an individual farmer at the Farmers' Market, the complaint should include the farmer's name or his/her location within the market and the date and time that the problem occurred.
- 3. The AAA SFMNP Coordinator should interview other recipients (or farmers) to determine whether the problem is wide spread or occurred only once.
- 4. The AAA SFMNP Coordinator should contact the market sponsor to seek corrective action keeping in mind that this group is volunteering its staff time to make this program successful.
- 5. The AAA SFMNP Coordinator should contact the California Department of Aging at (916) 323-0182 to report the problem, documenting the response you receive from the market sponsor, and any suggestions you have to avoid the problem in the future.
- 6. The AAA SFMNP Coordinator should forward a copy of the completed complaint form to the CDA Senior Farmers' Market Manager:

California Department of Aging Senior Farmers' Market Manager (Attn. Linda Hodge) 1600 K Street Sacramento, CA 95814

A sample copy of the SFMNP Complaint Form (SFMNP #4) is attached (page 17).

CALIFORNIA DEPARTMENT OF AGING StayWell PROGRAM SENIOR FARMERS' MARKET NUTRITION PROGRAM COMPLAINT FORM

Please complete the follow Manager.	ving complaint for	m and	send a	copy to the CDA SFMNP
Date:	Market Site Name & Address:			
Type of Complaint: (Please	e check the appro	priate I	box)	
[] Customer [] Farmer	[]0	other (P	lease specify)
		-		· · · · · · · · · · · · · · · · · · ·
Complainant's Name:				Telephone Number:
Complainant's Address:				
Complainant Chooses to be Nature of Complaint: (Plea]		
Eyewitness Accounts: (Please list name and phone number of each witness)				
Did the Recipient Talk to the Market Manager?YesNo. If yes, what was the Managers' response/recommendations?				
Name of the AAA SFMNP Coordinator handling the complaint:				
Telephone Number:				

Please retain the original and provide a copy to any involved service provider.

SFMNP #4